



# WORLD CIGARETTE FACT BOOK

PHILIP MORRIS INTERNATIONAL

MARKETING SERVICES  
APRIL 1, 1986

2026305696

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EEC

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I. E.E.C.

AUSTRIA

BELGIUM/LUXEMBOURG

FRANCE

GERMANY

GREECE

IRELAND

ISREAL

ITALY

MALTA

NETHERLANDS

UNITED KINGDOM

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: AUSTRIA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	15,721	15,469	15,875	15,550	15,645
POPULATION TOTAL (MILLIONS)	7.5	7.5	7.6	7.6	7.6
PER CAPITA CONSUMPTION	2096	2063	2089	2046	2059
POPULATION OVER 15% YR OF AGE (MILLIONS)	6.0	6.0			
PER CAPITA OVER 15YRS	2620	2578			
SMOKER INCIDENCE					
% OF TOTAL POPULATION	23.5	23.5	N.A	N.A	29
% OF FEMALE POPULATION	26.5	27.0	N.A	N.A	24
% OF MALE POPULATION	53.4	53.0	N.A	N.A	34
BRAND FAMILY SHARES %					
	TRADEMARK				
BRAND NAME	OWNERSHIP	MANUFACTURER			
1)HOBBY	ATW	ATW	18.4	16.5	14.9
2)FALK	ATW	ATW	13.0	12.7	12.4
3)MILDE SORTE	ATW	ATW	14.2	14.3	14.1
4)DAMES	ATW	ATW	10.6	10.7	10.7
5)MEMPHIS	ATW	ATW	7.7	8.8	9.6
6)MARLBORO	PM	ATW	5.0	4.6	5.0
7)HB	ATW	ATW	5.9	6.1	
8)ERNT 23	REFMTSMA	ATW	2.6	2.9	
9)JOHNNY FILTER	ATW	ATW	2.9	3.7	
10)SMART EXPORT	ATW	ATW	5.5	5.1	---
11)MEMPHIS LIGHTS*	ATW	ATW			---
12)HOBBY EXTRA	ATW	ATW	1.2	1.3	
13)FLIRT FILTER	ATW	ATW	1.1	---	
14)A-3	ATW	ATW	1.5	---	
15)FLIRT	ATW	ATW	---	---	
16)CAMEL	RJ REYNOLDS	ATW	0.6		
OTHERS			10.4	12.7	33.3
				34.6	10.3

\*SINCE SEPTEMBER, 85

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PFC 1

(AUSTRIA)	1981	1982	1983	1984	1985
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	95.7	96.4	96.8	97.2	97.1
FILTER MENTHOL	0.5	0.3	0.3	0.2	0.3
NON-FILTER	3.8	3.6	2.9	2.6	2.6
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW	1.0	1.0			1.0
LOW	48.0	52.0			53.0
MEDIUM	44.7	41.8			41.0
HIGH/FULL FLAVOR	6.2	5.1			5.0
*) A COMPARISON DURING THE YEARS 1978-1980 IS IMPOSSIBLE SINCE TAR AND NICOTINE CONTENTS ARE DEPENDING ON THE HARVEST AND THE COUNTRY OF ORIGIN.					
*) THE AUSTRIAN MONOPOLY AND THE AUSTRIAN TOBACCO LAWS CONSIDER THE LTN CIGARETTE UP TO 15MG OF TAR AND 1.2 NICOTINE.					
LENGTH SEGMENTATION %					
71 MM TO 79 MM	3.5	3.1	2.1	1.8	1.4
80 MM to 85 MM	95.6	95.8	96.5	96.5	96.6
86 MM & OVER	0.9	1.1	1.4	1.7	2.0
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100	100	100	100	100

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FEC 2

(AUSTRIA)

1981                      1982                      1983                      1984                      1985

PACK TYPE SEGMENTATION %

SOFT PACK	67.8	66.1			64.5
FLIP TOP BOX	30.5	28.1			34.8
SHOULDER PACK	0.2	0.2			1.8
SLIDE AND SHELL	0.4	0.4			---
PRINCESS PACK	---	---			0.1
OTHER	1.1	3.9			0.6

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
              2) BANNED  
              3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	3	3	3	3	3
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

\*) FOR ALL INTERNATIONAL LICENSED AND IMPORTED BRANDS ADVERTISING AND PROMOTION ARE TOTALLY PROHIBITED.

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(AUSTRIA)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BAND PRINTED ON:

A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	49.7	43.0	40.1	38.1	36.7
PIPE TOBACCO (THOUSAND KILOS)	218.2	200.0	188.3	180.4	170.0
ROLL YOUR OWN (THOUSAND KILOS)	108.0	95.0	112.6	136.2	135.0
CHEWING TOBACCO (THOUSAND KILOS)	1.4	1.2	1.1	1.1	0.9
SNUFF (THOUSAND KILOS)	4.6	8.2	7.8	7.5	7.2

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FEC 4

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BELGIUM/LUXEMBOURG

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	19,637	21,049	21,050	20,642	19,440
POPULATION TOTAL (MILLIONS)	10.3	10.3	10.3	10.3	10.3
PER CAPITA CONSUMPTION	1,906.5	2,043.6	2,043.6	2,004.1	1,887.4
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.3	7.4	7.4	7.4	7.4
PER CAPITA OVER 15 YRS	2,690.0	2,844.5	2,844.6	2,789.4	2,627.0
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	34.0	35.0	34.0	32.0
% OF FEMALE POPULATION	N.A.	29.3	28.0	27.0	28.0
% OF MALE POPULATION	N.A.	39.1	44.0	42.0	38.0
COMPANY SHARES					
1) ROTHMANS	47.4	45.3	42.1	41.2	41.1
2) CINTA	14.4	15.1	15.3	15.3	15.1
3) PMB	10.3	11.5	12.8	14.3	15.3
4) B.A.T.	10.1	11.3	13.4	13.3	12.3
5) REYNOLDS/GOSSET	11.1	9.9	9.3	8.9	8.8
6) H. VAN LANDEWIJCK	6.7	6.9	7.1	7.0	7.3

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(BELGIUM/LUXEMBOURG)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BELGA	ROTHMANS	VANDERELST	30.6	27.8	25.2	24.4	24.8
2) MARLBORO	P.M.B.	P.M.B.	7.1	8.7	9.9	11.5	12.6
3) EASTOS	CINTA	CINTA	6.7	6.5	6.4	7.0	7.3
4) ST. MICHEL	GOSSET	GOSSET/RJR	9.2	7.6	6.8	6.3	5.9
5) GAULOISES	CINTA	CINTA	5.8	5.5	5.1	5.0	4.9
6) BOULE D'OR	B.A.T.	B.A.T.	4.4	4.4	4.4	4.3	4.3
7) P. STUYVESANT	ROTHMANS	TURMAC	3.8	4.0	3.9	3.8	3.7
8) RICHMOND	ROTHMANS	JUB/LAURENS	3.7	3.6	3.5	3.5	3.5
9) JOHNSON	ROTHMANS	JUB/LAURENS	4.0	3.6	3.4	3.4	3.5
10) DUCAL	ROTHMANS	H.V. LANDEWIJK	2.0	2.6	3.2	3.2	3.5
11) BARCLAY	B.A.T.	B.A.T.	-	-	2.0	2.3	2.4
12) CAMFL	R.J.R.	GOSSET/RJR	0.6	1.0	1.4	1.5	1.9
13) KENT	LORILLARD	H.V. LANDEWIJK	2.3	2.2	1.9	1.9	1.8
14) MARYLAND	ROTHMANS	H.V. LANDEWIJK	1.6	1.4	1.4	1.4	1.4
15) GOLD DOLLAR	B.A.T.	B.A.T.	0.6	0.8	1.1	1.2	1.0

## MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	82.3	83.6	84.7	85.4	86.2
FILTER MENTHOL	0.7	0.7	0.7	0.7	0.7
NON-FILTER	17.0	15.7	14.6	13.9	13.1

## PRICE SEGMENTATION

	20'S	25'S	SIZE
PREMIUM	+BF 68	-	KS
HIGH	BF 62-67	BF 69-70	KS
MEDIUM	BF 57-61	BF 67-68	KS/RS
LOW	-	BF 65-66	RS

1.1	1.1	1.1	1.0	1.0
21.8	27.1	31.5	32.5	30.3
76.0	70.4	65.9	64.9	67.2
1.1	1.3	1.5	1.6	1.5

## TAR &amp; NICOTINE SEGMENTATION%

ULTRA LOW (0-6MG TAR)	1.1	1.8	4.3	5.0	5.1
LOW (6-10MG TAR)	4.5	4.7	4.7	4.6	4.7
FULL FLAVOR (+10- MG TAR)	94.4	93.6	91.0	90.4	90.2

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BFC 6

(BELGIUM/LUXEMBOURG)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION %					
BLOND: LOCAL BLOND	48.8	45.5	42.7	42.3	43.1
BLENDED	22.0	27.2	29.4	30.1	30.0
BLACK	23.6	20.7	18.8	17.8	17.1
LTN -LOCAL BLOND	3.7	3.9	4.1	4.1	4.2
-BLENDED	1.9	2.5	4.9	5.5	5.6
LENGTH SEGMENTATION %					
79 MM AND SHORTER KS	73.2	66.6	61.4	60.1	59.9
80 MM TO 85 MM KS	22.9	29.3	34.5	35.7	35.7
86 MM TO 94 MM SKS	1.0	1.1	1.0	1.0	0.9
96 MM TO 100MM	2.7	2.8	2.8	2.9	3.2
OVER 100M	0.2	0.2	0.3	0.3	0.3
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	19.8	25.2	29.5	30.5	30.8
25 CIGTS/PACK	80.2	74.8	70.5	69.5	69.2
PACK TYPE SEGMENTATION %					
SOFT PACK	86.3	83.0	79.3	77.4	76.1
FLIP TOP BOX (HINGE LID)	12.1	15.4	19.1	21.0	22.4
SLIDE AND SHELL	0.6	0.6	0.6	0.6	0.6
PRINCESS PACK	1.0	1.0	0.9	0.9	0.9

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(BELGIUM/LUXEMBOURG)  
CIGARETTE ADVERTISING MEDIA AVAILABILITY

	1981	1982	1983	1984	1985
*NOTATIONS: 1) YES 2) BANNED 3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	3	3	3	3
H) CINEMA	2	2	2	2	2
I) SAMPLING	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS  
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES

SPECIFIC T&N NUMBERS ON:

A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)	163.3	147.6	140.7	N.A.	N.A.
SMOKING TOBACCO (THOUSAND KILOS)	4,933.1	6,343.0	7,009.0	7.487	7.423
CIGARILLOS (THOUSAND KILOS)	730.9	715.2	733.5	N.A.	N.A.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FRANCE

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	85,414	86,368	87,915	89,672	94,737
POPULATION TOTAL (MILLIONS)	---	52.8	54.3	55.1	55.2
PER CAPITA CONSUMPTION	---	1636	1619	1627	1716
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	40.8	43.0	42.5	43.4
PER CAPITA OVER 15 YRS	---	2159	2045	2110	2183
SMOKER INCIDENCE					
% OF TOTAL POPULATION (15+ years)	N.A.	N.A.	N.A.	30.0	31.0
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	22.0	24.0
% OF MALE POPULATION	N.A.	N.A.	N.A.	39.0	40.0
COMPANY SHARES					
1) SEITA	70.3	67.1	63.7	62.1	60.0
2) PHILIP MORRIS	9.9	11.8	14.3	15.8	17.4
3) ROTHMANS	14.5	15.3	15.6	15.1	14.9
4) R.J. REYNOLDS	3.1	3.3	3.8	4.5	5.1
OTHERS	2.2	2.5	2.6	2.5	2.6

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(FRANCE)

1981

1982

1983

1984

1985

BRAND SHARES %

	BRAND NAME	MANUF.					
1.	GAULOISES	SEITA	24.0	23.0	21.9	20.2	18.3
2.	MARLBORO RED	PM	8.7	10.2	12.1	13.2	13.9
3.	GAULOISES FILTRE	SEITA	15.4	13.9	12.9	11.2	9.4
4.	GITANES NF	SEITA	8.2	8.2	8.0	7.8	7.4
5.	PETER STUYVESANT RED	ROTHMANS	6.4	6.8	6.7	6.3	5.8
6.	GAULOISES BLONDES	SEITA	-	-	-	2.6	4.8
7.	CAMEL FILTRE	RJR	1.9	2.1	2.5	3.1	3.7
8.	GITANES FILTRE	SEITA	4.7	4.5	4.1	3.8	3.5
9.	GITANES MAIS NF	SEITA	3.3	3.1	2.8	2.5	2.4
10.	ROTHMANS RED	ROTHMANS	1.1	1.4	1.6	1.7	1.7
11.	GAULOISES LEGERES	SEITA	-	0.1	0.9	1.5	1.7
12.	PETER STUYVESANT EXTRA MILD	ROTHMANS	1.7	1.6	1.6	1.5	1.5
13.	PM SUPERLIGHTS	PM	0.5	0.6	0.8	1.1	1.4
14.	ROYALE RED	SEITA	1.4	1.4	1.4	1.3	1.2
15.	ROYALE MENTHOL	SEITA	1.3	1.3	1.2	1.1	1.2
16.	GITANES MAIS F	SEITA	1.6	1.4	1.2	1.1	1.0

TOBACCO TYPE SEGMENTATION %

Blond	35.4	39.1	43.0	47.1	51.5
Black	64.6	60.9	57.0	52.9	48.5

MARKET SEGMENTATION %

Filter (Non-Menthol)	58.4	59.8	61.6	64.4	66.2
Filter (Menthol)	4.0	4.0	3.9	3.5	3.9
Non-Filter	37.7	36.3	34.5	32.1	29.9

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(FRANCE)

PRICE SEGMENTATION % (As per October 1985)	1981	1982	1983	1984	1985
Category A FF 4.45 - 5.55	61.5	58.0	54.5	50.7	46.5
Category B FF 6.10 - 7.40	7.2	7.8	7.8	9.8	11.8
Category C FF 7.65 - 7.90	13.6	14.6	15.2	15.4	15.9
Category D FF 8.00	16.2	18.1	21.0	22.6	24.1
Category E FF 8.15 - 9.70	1.5	1.5	1.5	1.5	1.7
TAR SEGMENTATION %					
Tar (mg) 0 - 6	4.2	4.4	4.6	4.8	6.1
6.1 - 10	4.0	4.5	5.7	6.5	6.8
10.1 +	91.8	91.1	89.7	88.8	87.1
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS	N.A.	N.A.	N.A.	N.A.	
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	
ROLL YOUR OWN (THOUSAND KILOS) (EST.)	1360	1560	1795	1970	2150
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	

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(FRANCE)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN BLEND	13.5	15.8	18.9	21.1	23.5
VIRGINIA	4.6	5.1	5.6	5.8	6.1
OTHER BLOND	17.3	18.2	18.5	20.2	21.8
BLACK:	64.6	60.9	57.0	52.9	48.6
LENGTH SEGMENTATION %					
84 MM AND SHORTER	73.8	72.4	70.9	70.9	76.3
85 MM - 89 MM	22.7	24.0	25.4	25.4	19.7
90 MM - 100 MM	3.1	3.2	3.3	3.3	3.5
120 MM	0.4	0.4	0.4	0.4	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
* NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION			2	2	2
B) RADIO			2	2	2
C) NEWSPAPERS			3	3	3
D) MAGAZINES	Since 1976, increasing advertising products		3	3	3
E) COUPONS	(lighters, matches, books, etc.)		2	2	2
F) POINT OF SALE	in banned media also.		3	3	3
G) BILLBOARDS			2	2	2
H) CINEMA			2	2	2
I) SAMPLING			3	3	3
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO			YES	YES	YES
WARNING ON: A) PACKS			A	A	A
B) CARTONS					
C) ADVERTISING					
SPECIFIC T&N NUMBERS ON:					
A) PACKS			A	A	A
B) CARTONS					
C) ADVERTISING					

2026305712

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GERMANY

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	129,609	111,496	113,699	117,708	119,135
OF WHICH LOCAL MANUFACTURE:	128,005	107,216	108,851	113,123	114,470
IMPORTED FROM 1) FRANCE	925	744	689	698	673
2) DENMARK	592	585	692	940	1,193
3) IRELAND	70	55	52	50	49
4) ITALY	17	32	43	64	80
5) OTHERS	---	2,864	3,372	2,833	2,670
POPULATION TOTAL (MILLIONS)	61.7	61.7	61.3	61.0	60.9
PER CAPITA CONSUMPTION	2,102	1,807	1,854	1,930	1,956
POPULATION OVER 15 YR OF AGE (MILLIONS)	50.7	51.1	50.9	50.7	50.9
PER CAPITA OVER 15 YRS	2,559	2,181	2,234	2,322	2,341
SMOKER INCIDENCE					
% OF TOTAL POPULATION	31	27	29	30	31
% OF FEMALE POPULATION	25	23	24	25	26
% OF MALE POPULATION	37	32	34	35	36
COMPANY SHARES					
1) BAT	27.5	27.2	24.4	25.3	24.6
2) REEMTSMA	21.6	20.6	21.1	20.7	20.4
3) PHILIP MORRIS	14.4	14.2	15.9	17.6	20.7
4) BRINKMANN	16.8	14.8	13.4	12.8	11.9
5) REYNOLDS	9.0	9.7	10.8	10.9	10.5
6) BAD. TABAK MANUFAKTUR	8.9	8.3	8.0	7.3	6.7
7) AUSTRIA	0.4	0.9	2.0	1.5	1.3
8) IMPERIAL	0.8	0.7	0.5	0.5	0.4
Others	0.7	3.6	3.9	3.4	3.4

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(GERMANY)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO		PHILIP MORRIS	14.3	14.0	11.6	14.9	18.6
2) HB		BAT	18.1	17.9	14.4	15.5	15.4
3) CAMEL		REYNOLDS	7.4	8.2	7.8	9.1	9.1
4) LORD EXTRA		BRINKMANN	9.9	8.5	6.8	7.0	6.7
5) P. STUYVESANT		REEMTSMA	7.2	7.1	5.3	5.6	5.6
6) WEST		REEMTSMA	0.6	0.5	6.3	5.1	5.1
7) ERNTE 23		REEMTSMA	6.6	6.4	4.6	4.8	4.6
8) R 6		REEMTSMA	4.9	4.6	3.3	4.0	4.2
9) REVAL		BAD. TAB. MAN.	5.4	5.1	4.1	4.1	3.8
10) ROTHHANDLE		BAD. TAB. MAN.	3.4	3.2	2.7	2.6	2.5
11) LUX		BRINKMANN	3.9	3.4	2.2	2.1	2.0
12) L & M		PHILIP MORRIS	-	-	3.9	2.2	1.7
13) PEER		BRINKMANN	0.9	0.8	2.3	2.0	1.6
14) KRONE		BAT	3.0	2.6	1.8	1.7	1.6
15) KURMARK		BAT	1.8	1.8	1.5	1.6	1.5
OTHERS			12.7	16.0	21.1	17.9	16.0

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	87.6	88.3	89.3	89.8	90.4
FILTER MENTHOL	1.3	1.3	1.2	1.2	1.1
NON-FILTER	11.1	10.4	9.5	9.0	8.5

## PRICE SEGMENTATION %

ULTRA LOW (-DM 3, -)*	-	3.7	5.1	4.0	3.6
INTERMEDIATE (DM 3, - - DM 3.30)*	-	-	14.4	10.7	7.4
SUB-MAIN-STREAM (DM 3.30 - DM 3.40)*	3.7	3.3	5.1	3.8	3.9
MAIN-STREAM (DM 3.40 - DM 3.50)*	53.5	52.7	42.3	44.1	38.0
PREMIUM (DM 3.50 - DM 3.80)*	41.3	39.1	31.3	35.3	2.1
LUXURY (DM 3.80 +)*	1.5	1.2	1.6	2.1	

\* Price per 19 cigs.

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(GERMANY)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
Nicotine (mg)					
0.0 - 0.4	17.1	15.4	12.4	13.3	12.1
0.5 - 0.9	69.7	68.5	75.4	73.4	72.9
1.0 - 1.4	11.9	11.3	11.5	12.2	13.7
1.5 +	0.6	0.6	0.6	0.6	0.6
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	32.1	32.6	36.4	42.0	44.5
VIRGINIA	1.1	1.1	1.1	1.2	1.4
EUROPEAN	56.4	56.8	54.8	48.9	46.5
BLACK	9.6	8.9	7.4	7.4	6.9
ORIENTAL	0.1	0.1	0.1	0.1	0.1
OTHER (UNDEFINED)	0.7	0.5	0.2	0.4	0.6
LENGTH SEGMENTATION %					
84 MM AND SHORTER	11.3	10.5	9.5	9.1	8.5
84 MM - 85 MM	83.2	84.2	85.9	84.6	82.3
90 MM - 99 MM	2.3	2.5	2.2	2.3	2.3
100 MM	2.1	2.0	1.9	3.3	6.0
OVER 100 MM	0.4	0.4	0.3	0.3	0.3
OTHER (UNDEFINED)	0.7	0.4	0.2	0.4	0.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS:	1) YES				
	2) BANNED				
	3) RESTRICTED				
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3

2026305715

(GERMANY)	1981	1982	1983	1984	1985
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	1.970	1.723	1.809	1.800	1.639
PIPE TOBACCO (THOUSAND KILOS)	1.833	1.943	1.806	1.828	1.670
ROLL YOUR OWN (THOUSAND KILOS)	10.700	18.200	17.300	15.700	15.700
SNUFF (THOUSAND KILOS)	300				

2026305716

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GREECE

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	23,479	25,683	26,595	28,228	28,938
OF WHICH LOCAL MANUFACTURE:	95.2%	93.8%	95.2%	95.9%	95.9%
IMPORTED FROM 1) GERMANY	2.8%	3.8%	2.6%	1.6%	1.5%
2) UK	1.4%	1.8%	1.8%	1.9%	2.1%
3) OTHERS	0.6%	0.6%	0.4%	0.6%	0.5%
POPULATION TOTAL (MILLIONS)	9.71	9.83	9.95	10.06	10.06
PER CAPITA CONSUMPTION	2418	2613	2673	2806	2876
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.52	7.54	7.64	7.74	7.74
PER CAPITA OVER 15 YRS	3122	3406	3481	3647	3730
COMPANY SHARES					
1) PAPASTRATOS	40.1	41.0	41.3	39.5	39.0
2) KARELJA	26.9	25.2	26.4	28.0	26.1
3) KERANIS	13.6	14.0	13.8	13.6	12.2
4) GEORGIADIS	9.6	8.8	8.0	7.7	8.8
5) SEKAP	2.9	2.6	3.6	4.9	8.1
6) CONSTANTINO	2.1	2.2	2.1	2.2	1.8
7) OTHERS	4.8	6.2	4.8	4.1	4.1

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(GREECE)

1981

1982

1983

1984EST

1985

## TOP 20 BRANDS SHARES %

BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER					
1) MARLBORO RED	PM	PAPASTRATOS	PAPASTRATOS	13.8	15.6	15.2	14.0	15.0
2) KARELIA	KARELIA	KARELIA	KARELIA	19.5	17.1	15.8	15.3	12.8
3) ASSOS F SOFT	PAPASTRATOS	PAPASTRATOS	PAPASTRATOS	11.8	11.6	11.4	11.1	11.3
4) KARELIA LIGHTS	KARELIA	KARELIA	KARELIA	-	0.7	3.4	5.1	5.8
5) ANTINICOT 22	GEORGIADIS	GEORGIADIS	GEORGIADIS	7.3	6.8	5.8	5.2	4.5
6) ASSOS EXPORT	PAPASTRATOS	PAPASTRATOS	PAPASTRATOS	5.7	5.2	4.6	4.4	3.2
7) ASSOS NF	PAPASTRATOS	PAPASTRATOS	PAPASTRATOS	2.7	3.1	3.6	3.8	3.2
8) KERANIS F	KERANIS	KERANIS	KERANIS	2.0	2.4	2.4	2.6	2.1
9) OSCAR 100's	KERANIS	KERANIS	KERANIS	1.9	2.1	2.4	2.4	2.0
10) ASSOS F (KAS.)	PAPASTRATOS	PAPASTRATOS	PAPASTRATOS	1.5	1.6	1.9	1.9	2.0
11) ROTHMANS KS	ROTHMANS	GEORGIADIS	GEORGIADIS	0.4	0.9	1.3	1.4	2.0
12) REX	KERANIS	KERANIS	KERANIS	3.0	2.4	2.4	2.2	1.9
13) CAMEL F	RJR	KARELIA	KARELIA	0.7	0.8	1.1	1.3	1.7
14) SEKAP	SEKAP	SEKAP	SEKAP	-	-	-	1.6	1.5
15) OLD NAVY	PAPASTRATOS	PAPASTRATOS	PAPASTRATOS	2.0	1.9	1.7	1.6	1.3
16) ANTINICOT SP	GEORGIADIS	GEORGIADIS	GEORGIADIS	2.1	1.8	2.1	2.2	1.2
17) PALLAS F KS	KERANIS	KERANIS	KERANIS	1.4	1.3	1.4	1.5	1.2
18) WEST	REEMTSMA	SEKAP	SEKAP	-	-	1.2	1.4	0.7
19) MARLBORO LT'S	PM	PAPASTRATOS	PAPASTRATOS	-	-	0.8	1.0	1.1
20) AROMA F	KERANIS	KERANIS	KERANIS	1.3	1.3	1.3	1.3	1.0

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)

93.0

94.0

94.0

94.0

94.0

NON-FILTER

7.0

6.0

6.0

6.0

6.0

## PRICE SEGMENTATION %

PREMIUM DRS 67+ (AT 31/12/84)

23

28

29

29

27

HIGH DRS 47-62

16

14

17

18

22

MEDIUM DRS 40-26

57

54

50

50

48

LOW DRS 34-38

5

4

4

3

3

## TAR &amp; NICOTINE SEGMENTATION %

LOW (UNDER 15mg)

3.5

5.0

4.7

4.2

3.9

HIGH/FULL FLAVOR (15mg+)

96.5

95.0

95.3

95.8

96.1

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(GREECE)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION %					
INTERNATIONAL BLENDS	24.2	27.8	28.6	27.5	29.1
LOCAL BLENDS	4.4	4.5	7.8	12.9	14.0
ORIENTAL	71.4	67.7	63.6	59.6	56.9
LENGTH SEGMENTATION %					
71 MM TO 79 MM	7.0	6.4	6.0	5.9	5.7
80 mm to 85 MM	89.5	90.0	89.8	90.0	90.3
95 MM TO 99 MM	0.5	0.5	0.3	0.4	0.5
100 MM	2.9	2.9	3.8	3.6	3.4
OVER 100 MM	0.1	0.2	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	33.6	32.9	31.9	30.1	30.0
FLIP TOP BOX	41.0	43.2	45.1	47.6	48.4
SHOULDER PACK	25.0	23.2	22.7	21.9	21.0
PRINCESS PACK	0.4	0.7	0.3	0.4	0.6
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(GREECE)	1981	1982	1983	1984	1985
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (KILOS)	25.3	21.9	21.9	N/A	N/A
PIPE TOBACCO (THOUSAND KILOS)	45.0	55.5	49.9	N/A	N/A

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REC 20

NAME OF MARKET: IRELAND

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION	7.2	6.7	6.5	NA	NA
POPULATION TOTAL (MILLIONS)	3.44	3.48	3.4	NA	NA
PER CAPITA CONSUMPTION	2,093	1,925	1,926	NA	NA
COMPANY SHARES					
1) R.J. CARROLL & CO. (ROTHMANS)	54.8	56.0	53.0	54.0	53.0
2) GALLAHER	24.7	23.8	27.2	26.0	26.0
3) PLAYER & WILLS	20.0	19.7	19.3	19.0	20.0
4) OTHERS	0.5	0.5	0.5	1.0	1.0
BRAND FAMILY SHARES %					
BRAND NAME MANUFACTURER					
1)MAJOR EXTRA SIZE - P.J. CARROLL	24.00	25.25	22.5	NA	NA
2)CARROLLS NO. 1 - P.J. CARROLL	16.50	15.75	16.5	NA	NA
3)SILK CUT - GALLAHER	13.00	14.50	13.0	NA	NA
4)PLAYERS - PLAYER-WILLS	10.75	10.50	NA	NA	NA
5)ROTHMANS - P.J. CARROLL	9.00	9.25	8.5	NA	NA
6)GOLD BOND - GALLAHER	5.25	4.50	5.0	NA	NA
7)BENSON & HEDGES - GALLAHER	4.25	4.50	5.0	NA	NA
8)SWEET AFTON - P.J. CARROLL	3.25	3.00	3.0	NA	NA
9)WOODBINE - PLAYERS & WILLS	2.50	2.25	2.0	NA	NA
OTHERS	11.50	13.00	24.5	NA	NA
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	86.5	87.0	88.5	NA	NA
FILTER MENTHOL	1.0	1.0	0.5	NA	NA
NON-FILTER	12.5	12.0	11.0	NA	NA

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(IRELAND)

	1981	1982	1983	1984	1985
PRICE SEGMENTATION %					
HIGH	NA	54.50	NA	NA	NA
MEDIUM	NA	28.75	NA	NA	NA
LOW	NA	16.75	NA	NA	NA
TOBACCO TYPE SEGMENTATION %					
BLOND: VIRGINIA	100.0	100.0	NA	NA	NA
LENGTH SEGMENTATION %					
70 MM AND SHORTER	2.8	2.5	NA	NA	NA
71 MM TO 79 MM	74.2	72.0	NA	NA	NA
80 MM TO 85 MM	23.0	25.5	NA	NA	NA
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
* NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	3	3	3	3	3
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	3	3	3	3	3
HEALTH WARNING & T&N LISTING					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS		YES	YES	YES	YES
B) CARTON		YES	NO	NO	NO
C) ADVERTISING		YES	YES	YES	YES

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(IRELAND)

	1981	1982	1983	1984	1985
SPECIFIC T & N NUMBERS ON:					
A) PACKS		NO	NO	NO	NO
B) CARTONS		NO	NO	NO	NO
C) ADVERTISING		NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS		YES	YES	YES	YES
B) CARTONS		YES	YES	YES	YES
C) ADVERTISING		YES	YES	YES	YES
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (METRIC TONS)					
PIPE TOBACCO (METRIC TONS)	140	140	NA	NA	NA
ROLL YOUR OWN (METRIC TON)	400	395	NA	NA	NA

2026305723

FEC 23

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ISRAEL

	1981	1982	1983	1984 (EST.)	1985
TOTAL CIGARETTE CONSUMPTION (Millions)	6574	6730	6691	6550	
OF WHICH LOCAL MANUFACTURE:	92.0	91.6	91.8	96.2	
IMPORTED FROM 1) USA	7.7	8.0	8.0	3.1	
2) OTHERS	0.3	0.4	0.2	0.7	
POPULATION TOTAL (MILLIONS)	4.3	4.3	4.4	4.4	
PER CAPITA CONSUMPTION	1532	1565	1521	1489	
SMOKER INCIDENCE		41	38	N/A	
% OF FEMALE POPULATION	---	32	32		
% OF MALE POPULATION	---	50	44		
COMPANY SHARES					
1) DUBEK	88.2	86.4	88.2	90.4	
2) B & W	3.7	4.2	4.4	1.6	
3) PM	3.0	3.3	3.2	1.4	
4) OTHERS	5.1	5.2	4.2	6.6	
BRAND FAMILY SHARES %					
BRAND NAME	TRADEMARK	OWNERSHIP	MANUFACTURER		
1) TIME	DUBEK	DUBEK	DUBEK	60.8	60.0
2) EUROPA	DUBEK	DUBEK	DUBEK	10.0	10.0
3) BROADWAY	DUBEK	DUBEK	DUBEK	6.0	7.0
4) ROYAL	DUBEK	DUBEK	DUBEK	7.0	4.0
5) MONTANA	DUBEK	DUBEK	DUBEK	1.2	1.4
6) SHERATON	DUBEK	DUBEK	DUBEK	2.2	2.0
7) KENT	B&W	B&W	B&W	3.4	4.0
8) MARLBORO	PM	PM	PM	2.6	2.9
OTHERS				6.8	8.7
				7.4	10.3

2026305724

(ISRAEL)	1981	1982	1983	1984	1985
MARKET SEGMENTATION %					
FILTER	98.8	98.8	99.0	99.0	
NON-FILTER	1.2	1.2	1.0	1.0	
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW					
LOW (less than 15mg)	0.1	0.1	0.1	0.1	
HIGH/FULL FLAVOR (15mg+)	99.9	99.9	99.9	99.9	
TOBACCO TYPE SEGMENTATION %					
BLOND	89.0	90.0	90.0	90.0	
ORIENTAL	11.0	10.0	10.0	10.0	
LENGTH SEGMENTATION %					
70 MM AND SHORTER	N.A.	5.0	4.0	3.0	
80 MM to 85 MM	N.A.	85.0	88.0	89.0	
100MM	N.A.	10.0	8.0	8.0	
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	10.0	10.0	10.0	
FLIP TOP BOX	N.A.	90.0	90.0	90.0	
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	
B) RADIO	2	2	2	2	
C) NEWSPAPERS	1	1	1	1	
D) MAGAZINES	1	1	1	1	
E) COUPONS	2	2	2	2	
F) POINT OF SALE	1	1	1	1	
G) BILLBOARDS	1	1	2	2	
H) CINEMA	1	1	2	2	
I) SAMPLING	1	1	2	2	

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(ISRAEL)

1981

1982

1983

1984

1985

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	NO	NO	YES	YES
	B) CARTONS	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	YES	YES

SPECIFIC T&N NUMBERS ON: \*

A) PACKS	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

TAR BANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO

20263057226

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ITALY

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	100,970	101,641	102,166	104,283	105,314
OF WHICH LOCAL MANUFACTURE:	63,316	66,811	68,443	66,893	65,593
IMPORTED FROM 1) HOLLAND	19,966	18,280	17,999	21,579	23,074
2) GERMANY	6,942	6,259	5,606	5,784	5,893
3) FRANCE	617	581	483	440	396
4) BELGIUM	517	569	558	648	667
5) OTHERS	150	135	118	113	104
6) FOREIGN BR. UNDER LICENSE	9,462	9,006	8,959	8,808	9,587
POPULATION TOTAL (MILLIONS)	57.2	57.3	56.8	56.9	57.0
PER CAPITA CONSUMPTION	1765	1769	1799	1833	1848
POPULATION OVER 15 YR OF AGE (MILLIONS)EST.	42.8	42.9	N.A.	N.A.	N.A.
PER CAPITA OVER 15 YRS	2358	2363	N.A.	N.A.	N.A.
SMOKER INCIDENCE					
% OF TOTAL POPULATION	38	39	N.A.	42	35
% OF FEMALE POPULATION	26	27	N.A.	29	27
% OF MALE POPULATION	52	52	N.A.	55	44
COMPANY SHARES					
1) MONITAL	62.7	65.7	67.0	64.2	62.2
2) PHILIP MORRIS	28.5	26.3	25.8	28.5	30.4
3) B.A.T.	3.2	3.0	2.9	3.0	3.0
4) REYNOLDS	0.7	0.8	0.9	1.1	1.5
5) ROTHMANS	1.3	1.1	1.2	1.3	1.2
6) AUSTRIA TABAKWERKE	1.5	1.1	0.9	0.8	0.7
7) REEMTSMA	1.1	0.9	0.6	0.6	0.5
8) OTHERS	1.0	1.1	0.7	0.5	0.5

2245039202



(ITALY)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK. OWNERSHIP	MANUFACTURER					
1) MS	MONITAL	MONITAL	41.6	45.2	46.5	44.9	42.9
2) MARLBORO	PM	PM&(MONITAL LIC)	14.0	11.8	11.4	12.7	12.6
3) MERIT	PM	PM	2.0	2.3	2.7	3.5	4.8
4) PM MULTIF.	PM	PM	3.1	3.2	3.5	4.0	4.4
5) DIANA	PM	MONITAL LIC.	3.3	3.7	3.5	3.6	3.9
6) MURATTI-AMB	PM	PM&(MONITAL LIC)	5.5	4.7	4.1	3.9	3.7
7) NAZIONALI	MONITAL	MONITAL	4.3	3.6	3.4	3.1	3.0
8) LIDO	MONITAL	MONITAL	2.4	3.0	2.9	2.9	2.9
9) N 80	MONITAL	MONITAL	1.9	2.0	2.4	2.2	2.2
10) KIM	B.A.T.	B.A.T.	2.3	2.2	2.1	2.1	2.1
11) SUPER	MONITAL	MONITAL	2.6	2.1	2.3	2.2	2.1
12) STOP	MONITAL	MONITAL	2.0	1.8	1.4	1.3	1.9
13) ALFA	MONITAL	MONITAL	1.5	2.0	1.9	1.9	1.6
14) NAZIONALI ESP	MONITAL	MONITAL	2.1	2.0	2.1	1.7	1.4
15) CAMEL	RJR	RJR	0.5	0.5	0.7	0.9	1.2
16) OTHERS			10.9	9.9	9.1	9.1	10.0

## MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	91.5	92.1	92.8	93.3	93.6
FILTER MENTHOL	0.4	0.4	0.3	0.3	0.4
NON-FILTER	8.1	7.5	6.9	6.4	6.0

## PRICE SEGMENTATION %

LIRA

HIGH	1850-ABOVE	33.4	29.9	29.1	31.9	33.7
MEDIUM	1400-1800	52.6	56.9	57.4	56.0	55.6
POPULAR	550-1350	9.9	10.0	10.7	9.3	7.8
LOW	BELOW- 500	4.0	3.2	2.8	2.8	2.9

## TAR &amp; NICOTINE SEGMENTATION %

LOW	4.2	4.3	4.8	6.1	8.8
MEDIUM	13.7	13.0	12.0	11.7	11.2
HIGH/FULL FLAVOR	82.1	82.7	83.1	82.2	19.9

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FEC 28

(ITALY)	1981	1982	1983	1984	1985
TOBACCO TYPE SEGMENTATION %					
BLOND: BLENDED	85.8	86.5	86.6	87.0	86.8
VIRGINIA	1.1	1.0	1.0	1.0	1.0
DARK AIR-CURED	13.1	12.2	11.9	11.1	10.4
EUROPEAN	---	0.3	0.5	0.9	1.8
LENGTH SEGMENTATION %					
70 MM AND SHORTER	8.0	7.3	6.8	6.3	5.9
71 MM TO 80 MM	27.3	27.8	27.3	26.4	26.0
81 MM to 85 MM	57.3	57.4	58.5	58.7	59.1
86 MM TO 95 MM	3.6	3.6	3.3	3.4	3.3
95 MM TO 100 MM	3.7	3.8	4.0	5.1	5.6
OVER 100 MM	.1	.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	.2	.1	0.04	0.06	.004
20 CIGTS/PACK	98.8	99.9	99.96	99.94	99.96
PACK TYPE SEGMENTATION %					
SOFT PACK	67.7	67.8	68.3	67.7	66.5
FLIP TOP BOX	31.6	31.6	31.1	31.7	32.9
SLIDE AND SHELL	0.1	0.1	0.1	0.1	0.1
PRINCESS PACK	0.6	0.6	0.5	0.5	0.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	2	2	2	2	2
H) CINEMA	2	2	2	2	2
I) SAMPLING	2	2	2	2	2

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(ITALY)	1981	1982	1983	1984	1985
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON: *					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGAR (MILLIONS)	551	536	524	520	509
PIPE TOBACCO (THOUSAND KILOS)	1105	950	848	702	794
ROLL YOUR OWN (THOUSAND KILOS)	82	96	101	106	110
SNUFF (THOUSAND KILOS)	85	81	75	68	67

\* Printed numbers are not required by Law, so they are printed only for Marketing purposes for light brands as Marlboro Lights, Merit, etc.

2026305730

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALTA

	1981	1982	1983	1984	1985	
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	660	665	665	622		
OF WHICH LOCAL MANUFACTURE:						
IMPORTED FROM 1) US	96.0	97.0	98.0	98.0		
2) UK	4.0	3.0	2.0	2.0		
POPULATION TOTAL (MILLIONS)	0.32	0.32	0.32	0.32		
PER CAPITA CONSUMPTION	2060	2078	2078	1944		
COMPANY SHARES						
1) CARRERAS OF MALTA	60.0	60.0	60.0	65.0		
2) MALTA TOBACCO (BAT)	37.0	37.0	38.0	30.0		
3) GALLAHER	2.0	2.0	1.0	2.0		
4) ATW	-	-	-	2.0		
5) PM	1.0	1.0	1.0	1.0		
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK					
	OWNERSHIP	MANUFACTURER				
1) ROTHMANS	ROTHMANS	CARRERAS	44.0	45.0	44.0	47.0
2) DU MAURIER	BAT	MALTA TOB.	31.0	28.0	30.0	25.0
3) DUNHILL	ROTHMANS	CARRERAS	15.0	15.0	15.0	18.0
4) B&H	BAT	MALTA TOB.	6.0	8.0	7.0	5.0
5) RONSON	ATW	ATW	-	-	-	2.0
6) SILK CUT	GALLAHER	GALLAHER	2.0	1.0	1.0	1.0
7) MARLBORO	PM	PM	1.0	1.0	1.0	1.0
OTHERS			1.0	2.0	2.0	-
MARKET SEGMENTATION %						
FILTER			100	100	100	100

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(MALTA)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
LOW (-15mg)	8.0	8.3	7.5	12.3	
HIGH/FULL FLAVOR (+15mg)	92.0	91.7	92.5	87.7	
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	2.0	0.9	0.8	0.9	
VIRGINIA	98.0	99.1	99.2	99.1	
LENGTH SEGMENTATION %					
70 MM AND SHORTER	64.0	62.0	61.0	61.0	
71 MM TO 79 MM	36.0	38.0	39.0	39.0	
PACK TYPE SEGMENTATION %					
SOFT PACK		3.0	-	-	
FLIP TOP BOX		95.0	100.0	100.0	
PRINCESS PACK		2.0	-	-	
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	
B) RADIO	3	3	3	3	
C) NEWSPAPERS	1	1	1	1	
D) MAGAZINES	1	1	1	1	
E) COUPONS	2	2	2	2	
F) POINT OF SALE	1	1	1	1	
G) BILLBOARDS	3	3	3	3	
H) CINEMA	2	2	2	2	
I) SAMPLING	1	1	1	1	

2026305732

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NETHERLANDS

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	21.0	20.9	21.0	16.9	15.7
POPULATION TOTAL (MILLIONS)	14.2	14.3	14.3	14.4	14.4
PER CAPITA CONSUMPTION	1480	1464	1467	1172	1090
POPULATION OVER 15 YR OF AGE (MILLIONS)	11.2	11.2	11.3	11.4	11.6
PER CAPITA OVER 15 YRS	1876	1869	1857	1480	1353
SMOKER INCIDENCE					
% OF TOTAL POPULATION	27.1	26.0	25.1	22.1	20.7
% OF FEMALE POPULATION	31.3	30.3	29.8	26.0	24.5
% OF MALE POPULATION	22.8	21.8	20.2	18.3	17.0
COMPANY SHARES					
1) B.A.T.	24.2	24.4	25.4	24.6	24.5
2) TURMAC (ROTHMANS)	23.3	23.4	22.8	23.0	23.0
3) LAURENS (ROTHMANS)	25.5	23.8	22.3	21.8	21.7
4) PHILIP MORRIS	8.8	10.0	11.3	11.8	13.1
5) REYNOLDS	10.0	10.2	10.0	11.2	11.1
6) NIEMEYER	6.9	6.0	5.0	4.6	4.2
7) REEMTSMA	1.3	2.2	3.2	3.2	2.4

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(NETHERLANDS)			1981	1982	1983	1984	1985
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK	MANUFACTURER					
1) CABALLERO	ROTHMANS	LAURENS	22.3	20.5	19.3	18.8	18.6
2) MARLBORO	PH. MORRIS	PH. MORRIS	6.4	7.4	8.5	9.4	10.9
3) CAMEL	REYNOLDS	REYNOLDS	9.5	9.7	9.5	10.6	10.7
4) P. STUYVES.	ROTHMANS	TURMAC	9.5	9.6	9.4	9.7	9.8
5) PALL MALL	ROTHMANS	TURMAC	9.0	9.0	8.5	8.5	8.4
6) GLADSTONE	B.A.T.	B.A.T.	7.4	7.2	7.2	7.0	6.9
7) BELJINDA	B.A.T.	B.A.T.	5.6	5.8	5.7	5.9	6.0
8) MANTANO	B.A.T.	B.A.T.	5.5	5.2	4.5	4.3	4.3
9) ROXY	GALEAHER	NIEMEYER	5.8	5.2	4.3	3.6	3.4
10) TIVOLI	ROTHMANS	LAURENS	2.2	2.1	2.1	2.1	2.2
11) NORTH STATE	B.A.T.	B.A.T.	1.7	1.4	1.3	1.2	1.1
12) RUNNER	PH. MORRIS	PH. MORRIS	1.2	1.2	1.2	0.9	0.8
PH. MORRIS	PH. MORRIS	PH. MORRIS	0.2	0.5	0.7	0.7	0.7
BARCLAY	B.A.T.	B.A.T.	--	--	1.2	2.1	2.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			61.5	64.2	66.6	67.0	68.2
FILTER MENTHOL			4.7	4.7	4.6	4.8	4.8
NON-FILTER			33.8	31.1	28.8	28.2	27.0
PRICE SEGMENTATION %							
EXPENSIVE (ABOVE DFL. 0,195)			1.8	1.6	1.2	1.3	1.6
HIGH (DFL. 0,17/0,194)			10.3	14.3	18.2	16.8	18.5
POPULAR (DFL. 0,165/0,169)			73.0	69.3	64.1	64.5	66.2
SOUS POPULAR (DFL. 0,156/0,164)			12.6	12.4	13.0	14.3	11.4
CHEAP (DFL. 0,155 AND BELOW)			2.3	2.4	3.5	3.1	2.3

2026305734

(NETHERLANDS)	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION %					
ULTRA LOW (0 - 7 mg tar)	2.7	3.8	5.6	6.1	6.4
NORMAL LOW (7 - 13 mg tar)	11.4	11.4	10.3	9.3	9.1
MEDIUM/FULL FLAVOR (13+ mg tar)	85.9	84.8	84.1	84.6	84.5
TOBACCO TYPE SEGMENTATION %					
CONTINENTAL	58.7	56.5	55.0	53.2	52.3
AMERICAN	31.4	33.5	35.3	36.7	37.5
VIRGINIA	3.7	3.8	3.6	3.8	4.0
BLACK	1.5	1.5	1.5	1.4	1.3
MENTHOL	4.7	4.7	4.7	4.9	4.9
LENGTH SEGMENTATION %					
REGULAR (70 - 75 mm)	32.2	29.3	26.9	26.4	25.5
K.S. (80 - 85 mm)	64.4	67.2	69.6	70.0	70.4
S.K.S. (90 - 99 mm)	1.1	1.2	1.1	1.1	1.3
100 mm	2.1	2.1	2.2	2.3	2.6
120 mm	0.2	0.2	0.2	0.2	0.2
PACK COUNT SEGMENTATION					
SOFT PACK	87.0	84.0	81.7	80.5	79.0
FLIP TOP BOX	10.9	13.9	16.3	17.7	19.2
PRINCESS PACK	2.1	2.1	1.9	1.8	1.8

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(NETHERLANDS)

1981

1982

1983

1984

1985

CIGARETTE ADVERTISING MEDIA AVAILABILITY

NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

SPECIFIC T & N NUMBERS ON:

A) PACKS	NO	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

TAR BRANDS PRINTED ON:

A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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(NETHERLANDS)

1981

1982

1983

1984

1985

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)

824

751

723

691

678

PIPE TOBACCO (THOUSAND KILOS)

622

629

722

733

736

ROLL YOUR OWN (THOUSAND KILOS)

14688

14872

17169

17420

17488

CHEWING TOBACCO (THOUSAND KILOS)

233

236

182

184

184

2026305737

FEC 37

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: UNITED KINGDOM

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	108,300	99,700	102,000	98,700	97,200
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
TOTAL IMPORTED:	*	*	*	*	*
POPULATION TOTAL (MILLIONS)	56.0	56.0	56.0	56.0	56.0
PER CAPITA CONSUMPTION	1,934	1,780	1,821	1,750	1,723
POPULATION OVER 15 YR OF AGE (MILLIONS)	44.3	44.5	44.9	45.2	45.6
PER CAPITA OVER 15 YRS	2,445	2,240	2,272	2,184	2,132
SMOKER INCIDENCE					
% OF TOTAL POPULATION	31	29	30	29	28**
% OF FEMALE POPULATION	31	30	31	29	29
% OF MALE POPULATION	31	29	29	29	28
COMPANY SHARES					
1) IMPERIAL	50.0	45.9	45.6	44.7	42.1
2) GALIAHER	28.0	27.2	29.7	30.8	31.3
3) CARRERAS ROTHMAN	13.0	15.5	14.8	14.9	12.4
4) PHILIP MORRIS	2.0	2.8	2.6	3.8	5.1
5) B.A.T.	6.0	7.1	6.3	2.0	0.7
OTHERS	1.0	1.5	1.0	3.8	8.4

(\*DENOTES LESS THAN 1%)

(\*\*DENOTES ½ HALF 1985 ONLY)

8E2S0E920Z

(UNITED KINGDOM)

1981

1982

1983

1984

1985

## BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BENSON & HEDGES KS/LL		GALLAHER	12.8	14.3	16.2	17.5	17.4
2) EMBASSY FAMILY		WILLS	18.3	17.9	18.0	17.7	16.1
3) SILK CUT FAMILY		GALLAHER	7.1	6.9	7.0	6.9	7.0
4) J. PLAYER SP. KS/INT		PLAYERS	8.3	9.6	9.0	7.5	6.6
5) DUNHILL FAMILY KS/LL/INT		ROTHMANS	3.7	6.1	5.7	5.4	4.1
6) PLAYERS NO. 6 KS/F		PLAYERS	8.1	6.6	5.7	4.7	3.8
7) LAMBERT & BUTLER FAMILY KS/SMP		WILLS	3.5	2.2	2.8	2.9	3.4
8) ROTHMAN'S KS/EXM		ROTHMANS	3.7	3.7	3.4	3.2	3.0
9) BERKELEY KS/LL		GALLAHER	---	1.5	2.0	2.0	2.8
10) RAFFLES		P. MORRIS	---	---	---	1.4	2.6
11) MARLBORO FAMILY		P. MORRIS	2.3	2.8	2.6	2.5	2.5
12) P. STUYVESANT FAMILY KS/EXM		ROTHMANS	2.6	3.7	3.6	2.9	2.3
13) J. PLAYER KS/SK		PLAYERS	2.7	4.0	2.6	2.2	1.7
14) STATE EXPRESS 555 FAMILY LL/LLEXM		B.A.T.	3.7	4.3	2.9	0.9	0.3
15) ARDATH		B.A.T.	---	1.9	2.4	0.7	0.3
16) DU MAURIER KS		B.A.T.	1.6	1.6	0.9	0.4	0.1

## MARKET SEGMENTATION%

FILTER (NON-MENTHOL)	93.0	94.0	94.0	95.0	95.0
FILTER MENTHOL	1.0	1.0	1.0	1.0	1.0
NON-FILTER	6.0	5.0	5.0	4.0	4.0

## PRICE SEGMENTATION %

PREMIUM	*	*	1.0	*	
HIGH	35.0	38.0	---	---	
MEDIUM in 1983 becomes standard	65.0	36.0	67.0	74.0	80.6
LOW	*	20.0	31.0	23.5	13.3**
ECONOMY/OWN LABEL	*	6.0	1.0	2.5	6.1

(\*DENOTES LESS THAN 1%)

(\*\*DENOTES BRANDS WITH LOW RECOMMENDED PRICE OR BRANDS WITH AVERAGE SELLING PRICE CUT AGAINST RETAIL RECOMMEND PRICE)

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(UNITED KINGDOM)					
	1981	1982	1983	1984	1985
TAR & NICOTINE SEGMENTATION%					
LOW (1-10MG)	15.0	15.4	16.7	15.8	15.7
LOW TO MIDDLE (11-16MG)	14.0	15.6	29.2	42.3	43.4
MIDDLE/FULL FLAVOR (17-22MG)	71.0	68.6	54.0	41.7	40.6
MIDDLE TO HIGH (23-28MG)	*	0.4	0.2	0.1	0.1
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	3.0	3.0	3.0	3.0	3.0
VIRGINIA	97.0	97.0	97.0	97.0	97.0
BLACK	*	*	*	*	*
LENGTH SEGMENTATION %					
70 MM TO 79 MM	25.0	22.6	19.2	14.9	17.8
80 MM TO 85 MM	72.0	68.9	69.8	68.7	68.3
86 MM ABOVE	4.0	8.5	11.0	16.4	13.9
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	4.0	8.4	8.7	9.1	9.2
20 CIGTS/PACK	96.0	91.6	91.3	90.9	90.8
PACK TYPE SEGMENTATION %					
SOFT PACK	*	*	1.0	1.0	*
FLIP TOP BOX	94.0	95.0	98.0	98.0	99.0
SLIDE AND SHELL	6.0	5.0	1.0	1.0	*
PRINCESS PACK	*	*	*	*	*

(\*DENOTES LESS THAN 1%) (X) No data available for vending packs that historically range between 16-20 cigarettes per pack depending on prices.

2026305740

FEC 40

(UNITED KINGDOM)	1981	1982	1983	1984	1985
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	3	3	3	3	3
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING (EXCEPT SPORTS SPONSORSHIP)	YES	YES	YES	YES	YES

2026305741

(UNITED KINGDOM)

1981

1982

1983

1984

1985

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGAR (MILLIONS)	1,610	N.A.	N.A.	16,764	14,880
PIPE TOBACCO (THOUSAND KILOS)	3,810	N.A.	N.A.	28,624	26,165
ROLL YOUR OWN (THOUSAND KILOS)	6,214	N.A.	N.A.	48,728	43,871
CHEWING TOBACCO (THOUSAND KILOS)	---	---	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	88	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	---	---	N.A.	N.A.	N.A.
KRETEK (MILLIONS)	---	---	N.A.	N.A.	N.A.

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II. E.E.M.A.

ALGERIA

BAHRAIN

DENMARK

EGYPT

FINLAND

ICELAND

IVORY COAST

KUWAIT

MOROCCO

NIGERIA

NORWAY

OMAN

QATAR

REUNION

SAUDI ARABIA

SWEDEN

SWITZERLAND

TUNISIA

TURKEY

UNITED ARAB EMIRATES

U.S.S.R.

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ALGERIA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	14.6	15.6	16.4	17.5	18.1
PER CAPITA CONSUMPTION	730	754	770	795	797
ESTIMATED COMPANY SHARES %					
1) SNTA	95.1%	95.3%	95.5%	95.0%	93.7%
2) ROTHMANS INTERNATIONAL	4.5%	4.5%	4.5%	4.6%	4.6%
3) R.J. REYNOLDS	--	--	--	--	1.0%
4) PHILIP MORRIS	0.4%	0.2%	--	0.4%	0.7%

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: BAHRAIN

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.6	0.6	0.7	0.7	0.7
PER CAPITA CONSUMPTION	1875	1671	1918	1884	1858
IMPORT SHARES					
1)PHILIP MORRIS	9.9	9.2	9.0	11.0	13.5
2)UNITED KINGDOM IMPORTS	75.7	78.3	81.4	80.4	
3)OTHER U.S. IMPORTS	12.0	10.2	7.8	7.2	
4)OTHER IMPORTS	2.5	2.3	1.8	1.4	
BRAND FAMILY SHARES %					
TRADEMARK					
OWNERSHIP					
MANUFACTURER					
1)MARLBORO	9.0	8.2	8.5	10.0	12.0
2)ROTHMANS	25.4	26.1	24.3	23.1	
3)DUNHILL	19.1	19.6	19.5	19.6	
4)PLAYERS GOLD LEAF	3.0	5.1	11.6	14.6	
5)JUBILEE	5.7	8.5	10.9	10.0	
6)KENT	8.0	6.7	5.6	4.9	
7)SILK CUT	5.1	5.1	3.9	3.9	
8)555	5.3	4.6	4.3	3.9	
9)BENSON & HEDGES	5.6	3.3	2.2	1.9	
10)WINSTON	2.3	2.1	1.7	1.8	
11)CRAVEN A	2.3	2.0	1.6	1.3	
OTHERS	9.2	8.7	5.9	5.0	
MARKET SEGMENTATION %					
FILTER	99.0	99.0			
NON-FILTER	1.0	1.0			

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: EGYPT

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	36.4	38.1	40.8	43.7	46.8
PER CAPITA CONSUMPTION	837	866	897	932	969
COMPANY SHARES					
1) EASTERN	81.8	80.3	85.6	87.0	90.8
2) EL NASR	<u>12.1</u>	<u>11.8</u>	<u>7.4</u>	<u>5.1</u>	<u>4.8</u>
SUBTOTAL LOCAL PRODUCTION	93.9	92.1	93.0	92.1	95.6
3) PHILIP MORRIS	2.3	3.2	3.5	4.4	2.2
4) TEI	2.6	3.3	2.6	2.6	1.6
OTHER IMPORTS	<u>1.2</u>	<u>1.4</u>	<u>0.9</u>	<u>0.9</u>	<u>0.6</u>
SUBTOTAL IMPORT SEGMENT	6.1	7.9	7.0	7.9	4.4
% COMPANY SHARES - IMPORT SEGMENT					
1) PHILIP MORRIS	38.4	40.8	50.0	56.0	50.6
2) TEI	42.7	41.4	37.6	33.2	36.4
3) B&W	12.5	12.3	7.7	7.2	8.7
OTHERS	6.4	5.5	4.7	3.6	4.3

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(EGYPT)			1981	1982	1983	1984	1985
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) CLEOPATRA		EASTERN	78.0	75.9	84.4	85.1	89.2
2) OTHER LOCAL			15.9	16.2	8.6	7.0	6.4
3) MARLBORO		P.M.	2.2	3.0	3.3	4.1	2.0
4) ROTHMANS		TEI	2.2	2.8	2.3	2.3	1.5
5) KENT		B&W	0.8	1.0	0.5	0.6	0.4
6) MERIT		PM	0.1	0.2	0.2	0.3	0.2
OTHER IMPORTS			0.8	0.9	0.7	0.6	0.3
MARKET SEGMENTATION %							
FILTER			99.1	99.2	100.0	100.0	100.0
NON-FILTER			0.9	0.8	--	--	--
TAR & NICOTINE SEGMENTATION %							
LOW			0.3	0.4	0.5	0.6	0.4
HIGH/FULL FLAVOR			99.7	99.6	95.5	99.4	99.6

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: FINLAND

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	6.6	6.9	7.1	7.5	6.8
PER CAPITA CONSUMPTION	1,375	1,432	1,461	1,525	1,388
COMPANY SHARES					
1) PHILIP MORRIS	44.8	47.3	52.1	53.6	55.6
2) SUOMEN-TUPAKKA (BAT) (EXCL. LORILLARD)	22.4	20.7	20.3	20.0	20.5
3) RETTIG (EXCL. RJR)	24.7	23.8	19.5	19.6	17.5
4) AMER-TUPAKKA	6.5	6.5	5.9	4.8	4.0
OTHERS	1.6	1.7	2.2	2.0	2.4
BRAND FAMILY      MANUFACTURER					
1) MARLBORO      PM	39.3	38.5	40.6	41.1	41.8
2) NORTH STATE      S. -T.	20.3	19.1	18.1	17.4	17.7
3) BELMONT      PM	4.6	7.9	10.8	11.8	13.2
4) COLT      RETTIG	12.1	11.2	9.2	10.2	9.1
5) RETTIG'S LIGHTS      RETTIG	5.4	6.8	5.0	4.7	4.0
6) FORM      A. - T.	5.2	5.6	4.7	4.0	3.2
7) ARMIRO      RETTIG	4.5	3.6	3.2	2.9	2.6
8) BARCLAY      B.A.T.	-	-	0.9	1.4	1.8
MARKET SEGMENTATION %					
FILTER	98.2	98.5	98.5	98.8	99.0
NON-FILTER	1.8	1.5	1.5	1.2	1.0
TAR & NICOTINE SEGMENTATION %					
LOW (0-5MG)	7.9	9.6	9.4	10.5	11.0
MEDIUM (6-10MG)	18.8	22.2	22.1	20.2	20.2
HIGH/FULL FLAVOR	73.3	68.2	68.5	69.3	68.8

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ICELAND

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.40	0.42	0.44	0.45	0.44
PER CAPITA CONSUMPTION	1,630	1,756	1,903	1,895	1,913
COMPANY SHARES					
1) R.J. REYNOLDS	71.6	72.8	73.6	68.6	58.4
2) SEITA	--	--	--	2.4	26.3
3) BROWN & WILLIAMSON (B&W)	20.6	17.0	14.8	13.0	7.2
4) PHILIP MORRIS	6.4	8.1	9.6	9.4	3.8
5) OTHERS	1.4	2.1	2.0	9.0	4.3
BRAND FAMILY      MANUFACTURER					
1) WINSTON      RJR	44.4	46.4	46.6	42.2	28.8
2) ROYALE      SEITA	--	--	--	2.4	26.3
3) CAMEL      RJR	15.1	14.1	13.6	12.9	10.9
4) GOLD COAST      RJR	--	--	--	--	8.7
5) SALEM      RJR	7.3	8.4	10.0	10.4	8.0
6) MARLBORO      PM	5.2	7.2	8.3	8.4	3.1
7) VICEROY      B&W	14.9	12.3	10.7	8.8	2.4
MARKET SEGMENTATION %					
FILTER	83.7	N.A.			
NON-FILTER	16.3	N.A.			

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: IVORY COAST

	1981	1982	1983	1984	1985	
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,800	3,500	3,500	3,600	3,800	
POPULATION TOTAL (MILLIONS)	8.300	8.575	8.685	8.910	9.000	
PER CAPITA CONSUMPTION	458	408	403	408	422	
COMPANY SHARES %						
1) SITAB	84.8	76.7	77.1	74.2	70.5	
2) TEI	9.3	13.4	12.0	12.1	13.9	
3) PHILIP MORRIS	2.0	5.1	6.1	8.4	11.4	
4) BAT	1.6	4.5	3.9	4.6	4.2	
OTHERS	2.3	0.3	0.9	0.7		
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1) GOLDEN CLUB	SITAB	15.1	14.8	17.2	17.2	14.8
2) JOB	SITAB	21.4	18.8	15.0	13.6	14.3
3) CRAVEN A	TEI (IMPORT/LIC)	8.3	13.2	10.7	10.4	11.9
4) MARLBORO	P.M (IMPORT/LIC)	2.0	5.1	6.1	8.4	11.4
5) SPRINT	SITAB	10.3	12.0	13.1	13.0	6.5
OTHERS		42.9	36.1	37.9	34.4	41.1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KUWAIT

	1981	1982	1983	1984	1985		
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	2,825	3,000	3,170	3,100	3,093		
POPULATION TOTAL (MILLIONS)	1.360	1.340	1.520	1.557	1.700		
PER CAPITA CONSUMPTION	2,077	2,239	2,086	1,991	1,819		
COMPANY SHARES							
1)PHILIP MORRIS	37.8	38.8	37.4	41.3	40.9		
2)TEI	44.2	38.5	37.0	34.2	N.A.		
3)BROWN & WILLIAMSON/LORILLARD	6.4	7.7	6.1	5.5	N.A.		
4)B.A.T.	4.0	7.8	12.6	12.2	N.A.		
5)R. J. REYNOLDS	4.2	3.7	3.3	3.1	N.A.		
6)GALLAHER	1.5	1.7	1.9	2.0	N.A.		
OTHERS	1.9	1.8	1.7	1.7	N.A.		
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK						
	OWNERSHIP	MANUFACTURER					
1)MARLBORO		P. MORRIS	35.8	36.8	35.3	38.9	38.2
2)ROTHMANS		TEI	30.3	26.8	26.5	24.6	N.A.
3)PLAYERS GOLD LEAF		B.A.T.	---	3.6	8.5	8.1	N.A.
4)CRAVEN A		TEI	8.0	6.0	5.4	4.2	N.A.
5)DUNHILL		TEI	5.8	5.6	5.3	5.3	N.A.
6)WINSTON		R.J. REYNOLDS	4.2	3.7	3.3	3.1	N.A.
7)KENT		LORILLARD	6.0	5.7	4.0	3.8	N.A.
8)VICEROY		BROWN & WILLIAMSON	0.2	1.9	2.0	1.6	N.A.
9)DU MAURIER		B.A.T.	2.1	1.8	1.5	1.3	N.A.
10)SILK CUT		GALLAHER	1.5	1.6	1.7	1.8	N.A.
11)I&M		P. MORRIS	1.4	1.5	1.5	1.6	1.6
12)555		B.A.T.	1.1	1.4	1.4	1.5	N.A.
13)BENSON & HEDGES		B.A.T.	0.8	0.8	1.1	1.2	N.A.
OTHERS			2.8	2.8	2.5	3.0	N.A.
MARKET SEGMENTATION %							
FILTER			99.0	99.0	99.0	99.0	
NON-FILTER			1.0	1.0	1.0	1.0	

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MOROCCO

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	12.2	12.1	12.4	12.5	13.1
PER CAPITA CONSUMPTION	624	592	593	591	600
COMPANY SHARES OF TOTAL MARKET					
1)REGIE DES TABACS	88.8	91.8	90.7	91.5	
2)R.J. REYNOLDS	3.6	3.3	4.6	4.1	
3)PHILIP MORRIS	5.9	3.5	3.6	3.6	
4)BROWN & WILLIAMSON	0.8	0.5	---	---	
OTHERS	0.9	0.9	1.1	0.8	
COMPANY SHARES OF TOTAL IMPORTS					
1)R.J. REYNOLDS	32.9	41.2	49.1	48.6	49.9
2)PHILIP MORRIS	52.0	43.8	38.7	42.0	41.8
3)BROWN & WILLIAMSON	7.0	6.8	5.2	3.3	3.1
OTHERS	8.1	8.2	7.0	6.1	5.2

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(MOROCCO)	1981	1982	1983	1984	1985
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BRAND FAMILY SHARES OF IMPORTS

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)WINSTON		R.J. REYNOLDS	20.5	35.5	44.8	46.4	48.5
2)MARLBORO		P. MORRIS	51.2	43.2	38.2	41.5	41.5
3)KENT		BROWN & WILLIAMSON	7.0	6.8	5.2	3.3	3.1
4)CAMEL		R.J. REYNOLDS	11.8	5.2	3.8	1.7	1.1

MARKET SEGMENTATION %

FILTER	48.1	53.3
NON-FILTER	51.9	46.7

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	---	---	---	---	---
B) RADIO	1	1	3	3	3
C) NEWSPAPERS	1	1	3	3	3
D) MAGAZINES	---	---	---	---	---
E) COUPONS	---	---	---	---	---
F) POINT OF SALE	---	---	3	3	3
G) BILLBOARDS	---	---	2	2	2
H) CINEMA	1	1	1	1	1
I) SAMPLING	---	---	3	3	3

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NIGERIA

	1981	1982	1983	1984 (EST.)	1985		
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	10.0	8.7	8.8	9.1	8.2		
PER CAPITA CONSUMPTION	124	101	99	99	86		
COMPANY SHARES							
1)NIGERIA TOBACCO COMPANY (B.A.T.)	84.0	83.9	86.4	77.7	81.4		
2)PHILIP MORRIS NIGERIA (PMN)	16.0	16.1	13.6	22.3	18.6		
BRAND FAMILY%							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)THREE RINGS		NTC	27.6	31.7	35.3	35.2	31.9
2)LINK		PMN	9.6	9.7	8.3	16.0	10.4
3)GOLD LEAF		NTC	10.1	8.6	11.1	9.4	9.9
4)HIGH SOCIETY		NTC	9.3	9.4	10.6	8.4	8.4
5)MARS		NTC	8.9	9.3	9.1	7.1	8.1
6)TARGET		PMN	2.8	2.4	2.1	2.7	3.8
7)BENSON		NTC	8.1	7.9	2.6	3.0	3.0
8)MARLBORO		PMN	0.2	0.2	0.5	1.6	1.7
9)GREEN SPOT		PMN	2.4	2.5	2.1	3.0	0.9
OTHERS			21.0	18.3	18.3	13.6	21.9

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(NIGERIA)	1981	1982	1983	1984	1985
MARKET SEGMENTATION %					
FILTER	96.0	93.8	94.3	93.8	97.4
NON-FILTER	6.0	6.2	5.7	6.2	2.6
PRICE SEGMENTATION					
PREMIUM	9.0	9.2	2.3	4.6	4.7
MEDIUM	34.0	28.7	30.7	28.7	30.6
LOW	57.0	62.1	67.0	66.9	64.7

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: NORWAY

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	2.0	1.7	1.8	1.9	2.3
PER CAPITA OVER 15YRS	632	551	548	589	703
COMPANY SHARES					
1)SKANDINAVISK TOBACCO CO. (STC)	17.1	19.2	22.6	28.0	33.8
2)B.A.T.	26.7	26.2	25.0	19.9	17.0
3)PHILIP MORRIS	16.7	16.8	16.6	16.0	15.1
OTHERS	39.5	37.8	35.8	36.1	34.1

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)PRINCE F		STC	17.1	19.2	22.6	28.0	33.8
2)PALL MALL		BAT	24.9	24.5	23.6	18.6	16.0
3)MARLBORO		P. M.	12.8	12.5	12.5	12.5	12.4
4)BARCLAY		BAT	---	---	0.2	3.3	5.8
5)MERIT		P. M.	3.4	3.2	3.2	2.8	2.3

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: OMAN

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	1.0	1.1	1.2	1.2	1.3
PER CAPITA CONSUMPTION	1196	1078	1237	1225	1300
IMPORT SHARES					
1) PHILIP MORRIS	7.7	6.2	4.2	3.8	4.5
2) OTHER U.S. IMPORTS	6.9	3.5	2.8	2.6	N.A.
3) UNITED KINGDOM IMPORTS	73.2	77.9	85.7	87.7	N.A.
4) OTHERS	14.2	12.4	7.3	6.1	N.A.
BRAND FAMILY SHARES %					
TRADEMARK					
OWNERSHIP					
MANUFACTURER					
1) ROTHMANS	36.5	33.4	31.4	31.1	N.A.
2) PLAYERS GOLD LEAF	19.7	23.3	30.9	32.5	N.A.
3) DUNHILL	6.5	7.2	7.0	6.8	N.A.
4) WILLS	6.7	6.8	2.6	1.8	N.A.
5) STATE EXPRESS	6.9	6.4	7.4	8.0	N.A.
6) MARLBORO	7.7	6.1	4.0	3.6	4.2
7) BENSON & HEDGES	2.1	3.2	3.2	3.2	N.A.
8) KENT	3.1	2.1	1.6	1.2	N.A.
9) WINSTON	1.8	1.2	1.1	1.0	N.A.
10) CRAVEN A	1.5	1.2	1.6	1.3	N.A.
11) SILK CUT	1.2	1.2	1.4	1.4	N.A.
12) CAPSTAN	2.3	1.1	0.9	0.9	N.A.
OTHERS	6.0	6.8	6.9	7.2	N.A.
MARKET SEGMENTATION %					
FILTER	99.0	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0	1.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: QATAR

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	0.7	0.7	0.7	0.7	0.6
PER CAPITA CONSUMPTION	2,400	2,692	3,796	3,571	3,030
IMPORT SHARES					
1)U.K. IMPORTS	79.0	81.6	85.0	84.3	N.A
2)PHILIP MORRIS	10.5	9.5	7.9	8.5	11.2
3)OTHER U.S. IMPORTS	8.9	7.6	6.1	6.4	N.A
4)OTHERS	1.6	1.3	1.0	0.8	N.A

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1)MARLBORO		P. MORRIS	10.3	9.2	7.7	8.3	10.9
2)ROTHMANS		TEI	50.7	43.6	33.4	37.8	N.A
3)PLAYERS GOLD LEAF		B.A.T.	3.5	10.0	17.6	17.2	N.A
4)DUNHILL		TEI	9.7	8.5	8.5	9.0	N.A
5)STATE EXPRESS 555		B.A.T.	5.5	7.1	7.6	8.4	N.A
6)KENT		B&W	5.3	4.2	3.0	3.3	N.A
7)BENSON & HEDGES		B.A.T.	3.3	3.1	3.2	3.2	N.A
8)CRAVEN A		TEI	3.1	2.6	2.4	2.2	N.A
9)SILK CUT		GALLAHER	1.5	2.1	2.1	2.2	N.A
10)WINSTON		REYNOLDS	3.1	2.8	2.6	2.6	N.A

MARKET SEGMENTATION%

FILTER	99.0	99.0	99.0	99.0
NON-FILTER	1.0	1.0	1.0	1.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: REUNION

	1981	1982	1983	1984	1985
TOTAL MARKET (BILLIONS)	0.8	0.8	0.9	0.8	0.9
PER CAPITAL CONSUMPTION (TOTAL POPULATION)	1,600	1,538	1,636	1,650	1,700
% COMPANY SHARES					
1)BAT	39.2	41.0	42.4	45.0	44.7
2)SITAR (SEITA)	51.8	44.2	41.4	37.8	37.1
3)TEI	6.3	12.0	12.8	12.3	12.0
4)PHILIP MORRIS	1.4	2.1	2.9	4.2	5.5
OTHERS	1.3	0.7	0.5	0.7	0.7
% BRAND FAMILY SHARES					
1)GLADSTONE (BAT)	30.6	34.0	36.6	38.5	37.5
2)GAULOISES (SITAR)	24.2	23.0	22.3	20.4	20.9
3)BASTOS (SITAR)	13.0	10.3	9.3	8.3	7.7
4)BENSON & HEDGES (BAT)	3.8	5.1	4.3	5.0	6.1
5)CRAVEN A (TEI)	3.3	4.3	5.3	5.7	5.4
6)ROYALE (SITAR)	8.6	7.0	5.7	5.8	5.3
7)P. STUYVESANT				4.8	4.7
8)MARLBORO (PM)	1.1	1.8	2.4	3.4	4.4
OTHERS	15.4	14.5	14.1	8.1	8.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SAUDI ARABIA

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	12,650	13,300	15,660	15,640	14,776
PER CAPITA CONSUMPTION	1,320	N.A.	1,830	1,814	1,718
COMPANY SHARES					
1)PHILIP MORRIS	26.9	28.5	32.5	35.4	36.9
2)TEI	42.4	43.8	41.3	37.9	N.A
3)B.A.T.	11.1	9.2	9.8	11.0	N.A
4)BROWN & WILLIAMSON/LORILLARD	6.5	4.6	3.9	3.4	N.A
5)ST. PAULS	3.0	4.3	6.2	3.6	N.A
6)R.J. REYNOLDS	4.2	4.0	3.5	3.4	N.A
7)GALLAHER	0.7	0.8	1.2	1.7	N.A
8)EASTERN	3.2	2.6	1.9	2.0	N.A
OTHERS	1.9	2.2	1.7	1.6	N.A

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(SAUDI ARABIA)		1981	1982	1983	1984	1985
BRAND FAMILY SHARES %						
BRAND NAME	MANUFACTURER					
1)MARLBORO	P. MORRIS	26.2	26.7	29.3	31.5	33.4
2)ROTHMANS	TEI	32.2	34.4	33.3	30.8	N.A
3)PLAYERS GOLD LEAF	B.A.T.	5.0	5.0	5.4	6.7	N.A
4)KENT	LORILLARD	6.0	4.1	3.5	2.9	N.A
5)LONDON	ST. PAULS	3.0	4.3	4.2	3.6	N.A
6)CRAVEN A	TEI	4.7	3.6	2.9	2.4	N.A
7)DUNHILL	TEI	4.7	4.2	3.6	3.2	N.A
8)BENSON & HEDGES	B.A.T.	4.7	2.8	2.3	2.2	N.A
9)WINSTON	REYNOLDS	3.0	2.6	2.0	1.9	N.A
10)MERIT	P. MORRIS	0.6	1.1	2.0	2.5	2.0
11)555	B.A.T.	1.0	1.2	1.9	2.1	N.A
12)CLEOPATRA	EASTERN	3.2	2.6	1.9	2.0	N.A
OTHERS		5.7	7.4	7.7	8.2	N.A
MARKET SEGMENTATION %						
FILTER		99.0	99.0	99.0	99.0	
NON FILTER		1.0	1.0	1.0	1.0	

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWEDEN

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	11.5	12.0	11.5	11.5	11.1
PER CAPITA OVER 15YRS	1,764	1,853	1,803	1,794	1,734
COMPANY SHARES					
1)SWEDISH TOBACCO CO. (STA)	87.7	87.4	87.3	87.4	87.3
2)PHILIP MORRIS	9.5	9.7	9.6	9.7	9.9
3)B.A.T. (INCL. LORILLARD)	2.0	2.0	2.1	1.9	1.9
4)R.J. REYNOLDS	0.5	0.5	0.6	0.6	0.6
OTHERS	0.3	0.4	0.4	0.4	0.3
BRAND SHARES %					
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1)BLEND F	STA		12.9	14.7	15.8
2)PRINCE F	STA		17.9	18.6	18.3
3)PRINCE LIGHTS	STA		8.3	9.4	9.4
4)BLEND EXTRA	STA		5.9	5.4	5.1
5)RIGHT F	STA		2.9	3.2	4.0
6)MARLBORO	P. MORRIS		4.5	4.9	5.1
7)BLEND MENTHOL	STA		3.6	3.6	3.9
8)JOHN SILVER F	STA		4.7	4.8	4.8
9)BLEND ULTRA	STA		4.8	3.4	3.1
10)COMMERCE F	STA		4.4	3.9	3.6
11)GLENN F	STA		5.0	4.1	3.7
				3.3	3.0

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(SWEDEN)		1981	1982	1983	1984	1985	
BRAND SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
12)JOHN SILVER REG.	STA	STA	3.9	3.6	3.4	3.1	3.0
13)COMMERCE NF	STA	STA	3.8	3.4	3.2	3.0	2.7
14)HOBSON F	STA	STA	2.2	1.9	1.8	1.6	1.6
15)BLEND ULTRA MENTHOL	STA	STA	1.3	1.3	1.4	1.4	1.6
16)BOND STREET F	P. MORRIS	P. MORRIS	2.0	1.7	1.6	1.3	1.2
17)BOND LTN	P. MORRIS	P. MORRIS	1.4	1.2	1.2	1.0	1.0
18)COMMERCE LIGHTS	STA	STA	1.3	1.0	0.9	0.8	0.8
19)MINDEN MENTHOL	STA	STA	1.0	0.9	0.8	0.8	0.7
20)NEW LOOK F	B.A.T.	B.A.T.	0.6	0.6	0.6	0.6	0.5
OTHERS			7.6	8.4	8.3	8.9	9.2
MARKET SEGMENTATION %							
FILTER			90.6	91.3	91.8	92.4	92.9
NON-FILTER			9.4	8.7	8.2	7.6	7.1
PRICE SEGMENTATION							
HIGH			45.8	47.9	47.7	45.6	44.3
LOW			54.2	52.1	52.3	54.4	55.7
TAR & NICOTINE SEGMENTATION %							
LOW (0-8)			12.7	11.5	10.8	10.7	11.4
MEDIUM (9-14)			37.1	35.0	36.9	40.6	42.1
HIGH/FULL FLAVOR (ABOVE 14)			55.2	53.5	52.3	48.8	46.5

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SWITZERLAND

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	15.7	16.0	16.3	16.2	15.8
PER CAPITA CONSUMPTION	2,653	2,462	2,508	2,692	2,431
COMPANY SHARES					
1) PHILIP MORRIS	34.3	34.7	35.0	35.8	37.0
2) BURRUS	27.3	26.3	24.4	22.9	22.7
3) B.A.T.	18.0	18.7	20.3	21.0	19.8
4) RINSOZ & ORMOND	8.3	7.6	6.9	6.5	6.2
5) LAURENS	6.7	6.5	6.2	6.2	6.0
6) REYNOLDS	3.4	4.1	5.0	5.7	6.3
7) REEMTSMA	1.7	1.8	1.9	1.8	1.7
OTHERS	0.3	0.3	0.3	0.1	0.3

BRAND FAMILY SHARES %

BRAND NAME	MANUFACTURER					
1) MARLBORO	P. MORRIS (FTR)	14.2	14.6	15.1	15.6	16.1
2) SELECT	BURRUS	13.7	13.2	12.1	11.2	11.1
3) PARISIENNE	BURRUS	11.4	11.2	10.6	10.2	10.2
4) MURATTI	P. MORRIS (FTR)	8.2	8.8	9.2	9.7	10.1
5) MARYLONG	B.A.T.	9.6	9.4	8.9	8.6	8.5
6) BRUNETTE	P. MORRIS (FTR)	8.6	8.0	7.3	7.1	6.8
7) CAMEL	REYNOLDS	2.8	3.4	4.2	4.7	5.3
8) GAULOISES	R & O	6.8	6.3	5.7	5.4	5.2
9) BARCLAY	B.A.T.	-	0.9	3.4	4.8	4.4
10) MAROCAINE	B.A.T.	4.0	3.9	3.8	3.7	3.6
11) DUNHILL	LAURENS	2.1	2.1	2.0	2.0	2.1
12) HB	B.A.T.	1.4	1.4	1.4	1.2	1.0
13) P. STUYVESANT	LAURENS	1.1	1.1	1.0	1.0	0.9

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(SWITZERLAND)	1981	1982	1983	1984	1985
MARKET SEGMENTATION%					
FILTER	95.2%	95.5%	95.8%	96.1%	96.4%
NON-FILTER	4.8%	4.5%	4.2%	3.9%	3.6%
TAR & NICOTINE SEGMENTATION%					
LOW (0-5MG)	11.1%	13.1%	16.5%	18.5%	19.3
MEDIUM (6-10MG)	26.4%	26.8%	26.4%	26.4%	27.0
HIGH/FULL FLAVOR (11MG AND OVER)	62.5%	60.1%	57.1%	55.1%	53.7
TOBACCO TYPE SEGMENTATION %					
BLOND: BLENDED	41.6	44.1	48.1	50.4	51.6
MARYLAND	49.0	47.3	44.1	42.2	41.4
BLACK	9.4	8.6	7.8	7.4	7.0

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TUNISIA

	1981	1982	1983	1984	1985
TOTAL MARKET (BILLIONS)	6.3	6.3	6.6	6.9	7.3
PER CAPITA CONSUMPTION (TOTAL POPULATION)	964	944	973	986	1014
% COMPANY SHARES					
1) MONOPOLIES (RNTA/MTK)	95.7	95.3	95.0	94.4	95.2
2) PHILIP MORRIS	1.6	1.5	2.1	2.4	1.9
3) SEITA	1.2	1.4	1.6	2.4	2.2
4) OTHER IMPORTS	1.5	1.8	1.3	0.8	0.7
COMPANY SHARES - IMPORTS					
1) PHILIP MORRIS	38.4	32.3	42.7	42.5	39.7
2) SEITA	28.5	29.8	32.6	42.0	49.5
3) R.J. REYNOLDS	11.3	15.0	12.5	6.6	6.3
4) TEI	11.3	14.0	7.7	4.8	2.5
OTHERS	10.5	8.9	4.5	4.1	2.0
% BRAND FAMILY SHARES - IMPORTS					
1) ROYALE (SEITA)	19.2	22.0	27.5	37.7	41.6
2) MARLBORO (PM)	35.2	26.5	32.6	31.5	31.1
3) LARK (PM)	0.9	4.0	8.7	10.2	7.8
4) WINSTON (RJR)	5.7	7.8	6.4	3.0	3.0
OTHERS	39.0	39.7	24.8	17.6	16.5

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1981	1982	1983	1984	1985
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	64.1	63.5	63.6	62.9	
PER CAPITA CONSUMPTION	1,378	1,338	1,307	1,272	

BRAND SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER			
1)MALTEPE F			19.8	63.5	58.7
2)SAMSUN F			61.7	29.2	17.4
3)BIRINCI NF			22.3	16.8	10.9
4)BAFRA NF			10.3	6.1	6.5
5)BAFRA F			---	---	3.0
					1.2

MARKET SEGMENTATION %

FILTER	66.6	75.7	82.7	87.0
NON-FILTER	33.4	26.3	17.3	13.0

CIGARETTE ADVERTISING MEDIA AVAILABILITY

\*NOTATIONS: 1) YES  
2) BANNED  
3) RESTRICTED

A) TELEVISION	2	2	2	2
B) RADIO	2	2	2	2
C) NEWSPAPERS ALL CIGARETTE ADVERTISING IS PROHIBITED, EXCEPT IN		1	1	1
D) MAGAZINES FOREIGN LANGUAGE PUBLICATIONS AND IN SOME DUTY		1	1	1
E) COUPONS		2	2	2
F) POINT OF SALE	1	1	1	1
G) BILLBOARDS	1	1	1	1
H) CINEMA	1	1	1	1
I) SAMPLING	1	1	1	1

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PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TURKEY

	1981	1982	1983	1984	1985
<u>BRAND SHARES OF IMPORTS (%)</u>					
1)MARLBORO - 100 MM	---	---	---	48.6%	69.1%
2)SAUSUN - 85 MM	---	---	---	12.3	7.4
3)KENT - 100 MM	---	---	---	8.4	3.3
4)ROTHMANS - 85 MM	---	---	---	5.3	1.2
5)WINSTON - 100 MM	---	---	---	3.0	3.5
6)MARLBORO - 85 MM	---	---	---	3.2	2.6
7)PALL MALL - 100 MM	---	---	---	2.8	2.0
8)WINSTON - 85 MM	---	---	---	2.4	1.0

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FEEMA 30.1